

Job Information Pack

Fundraising and Communications Manager

February 2020

Contents

1. Welcome letter from The Mulberry Centre Executive Director – Raj Athwal
2. About The Mulberry Centre
3. The role of Fundraising and Communications Manager – Role Description and Personal Requirements
4. Working hours, salary and benefits
5. Organisation chart
6. Timetable and how to apply

Welcome from Raj Athwal – Executive Director The Mulberry Centre

Dear Candidate,

We are very pleased you are interested in applying for the position of Fundraising and Communications Manager at The Mulberry Centre. I hope you will find the information in this Candidate Brief useful and more generally, the content of our website: <https://www.themulberrycentre.co.uk/>

The Mulberry Centre (TMC) is an award-winning cancer information and support centre and an independent charity, based on the grounds of the West Middlesex University Hospital in Isleworth, West London. It has been open for over 18 years and has provided services and support to more than 15,000 people.

The Mulberry Centre plans to grow and diversify our income, particularly from unrestricted sources, to sustain and develop our work. We are seeking a Fundraising and Communications Manager role to work closely with the Executive Director and the Fundraising Committee.

The Fundraising and Communications Manager will develop and deliver an integrated and effective fundraising and communications strategy to grow income and to raise our profile in the community. You will have specific role/portfolio responsibility for relationships with trusts and foundations, HNWIs, corporates, community supporters and volunteer fundraisers. You will also line manage a part-time Fundraising and Communications Officer who will be responsible for developing and executing an integrated communications plan for the Centre and the fundraising activities.

We are looking for an experienced and talented fundraiser with successful line management experience. The candidate will have proven ability to research and develop winning fundraising applications, negotiate sponsorship deals and develop and maintain positive relationships with donors.

They will need to be a natural multi-tasker and have the flexibility to manage a varied workload, juggling responsibility for meeting bid deadlines, reporting to funders and managing key corporate, HNWI, community and key fundraising volunteer accounts. With attention to detail and excellent written and verbal presentation, you will also have the negotiation and project management skills to co-ordinate the production of complex bids and budgets.

If you are interested in the work of The Mulberry Centre and have the relevant experience to perform this significant role, we would very much like to hear from you. Please contact me via email: raj.athwal@themulberrycentre.co.uk to discuss the opportunity in more detail.

Raj Athwal
Executive Director

2) About The Mulberry Centre

History

The Mulberry Centre is the culmination of a series of events. Over twenty ago, the West Middlesex University Hospital NHS Trust launched its first major fundraising campaign under the heading of the Pulse Appeal. West London needed a cancer support service – somewhere for anyone affected by a diagnosis of cancer to visit for information, advice and support.



Visits were made to similar centres around the country to gain an understanding of the viability of the service and its ongoing funding needs and to stimulate ideas for the design of our purpose-built Centre. In the summer of 1999, the cancer care centre gained its name and visual branding – The Mulberry Centre Appeal was born. Fundraising continued, and building started in 2000. In 2001 the dream became a reality and the doors were opened for the first time.

After four years, The Mulberry Centre moved from being a subsidiary charity of the West Middlesex University Hospital Charitable Fund, to become a charity in its own right. On 1st August 2005, The Mulberry Centre became an independent charity, with its own Board of Trustees. This development allowed further scope for funding applications and an easier route for donations. Ties with the West Middlesex University Hospital continue to be strong, but the Centre gained strategic control over its future.

Today, The Mulberry Centre is a well-established resource in West London and has received many thousands of visits from both new and established users of the Centre for over 17 years.

Mission

Our mission is to provide support and information for people affected by cancer who live in west and south west London, offering practical ways of enhancing physical, psychological and emotional well-being.

Vision

To be known and respected by everyone living or working within reach of our services who may become affected by cancer.

Activities

Since 2001, The Mulberry Centre has grown and adapted its services to meet the needs of the people we aim to serve. As people are living longer with a cancer diagnosis, we recognise that their needs may change over time. It is not just the physical manifestation of the disease, but the emotional and practical impacts that we are able to respond to.

We aim to deliver a range of information and support services to all people affected by a diagnosis of cancer: to the cancer patient, the main carer, and those bereaved by cancer. Services include complementary and relaxation therapies, ongoing one to one support on a drop-in basis, counselling sessions and support groups, plus a wide range of workshops.

The combination of information, support, self-management and relaxation helps people feel in control; it helps them to make the right decisions to manage the physical and mental trauma of a cancer diagnosis, treatment and recovery.

In addition, our outreach activities have been gaining momentum, forging links with a broad range of relevant health and community organisations and targeting and approaching sections of the community who have tended not to be active users of The Mulberry Centre. It is difficult to quantify the numbers who we reach in this way, but the recent 34% increase in service users in 2018 can to a large extent be explained as a result of our outreach work.

Longstanding relationships with a wide range of health professionals, public bodies and voluntary organisations also help us to achieve and sustain our aims.

The services offered by TMC are briefly described below. Further details can be found on the TMC website.

- ♥ Information Service and Library
- ♥ Drop in support
- ♥ Counselling, Support Groups and Coaching
- ♥ Complementary Therapies
- ♥ Wellbeing classes
- ♥ Informative Workshops
- ♥ Creative and social activities
- ♥ Welfare rights and Benefits service
- ♥ Outreach in the community
- ♥ A peaceful space to relax and meet others, including within our own garden.

All the services are provided free of charge.

Recognitions and Awards

In 2010 we were chosen as a beacon site for their Macmillan Environmental Quality Mark award for the excellence of our facilities; this was awarded again in 2012, 2015 and in November 2018. In 2014 The Mulberry Centre was named Hounslow Charity of the Year at the annual volunteer awards ceremony. In recent years, The Mulberry Centre has been the Charity of the Year of both the Mayor of Hounslow and the Mayor of Richmond upon Thames. We have also won the Hounslow Health Garden of Year Award twice.

How we are funded

We have a small staff team of 8.50 FTE and an expenditure budget of approximately £430,000 each year. The costs of running The Mulberry Centre have to be met by the income that we manage to raise. Although a certain amount of funding is received under contract – principally Hounslow Council, CCG and Big Lottery, we have needed to find the bulk of our funding from charitable donations and fundraising activities. We have over 170 volunteers providing approximately 8,000 hours of time each year to provide support and services to our clients. We would not be able to provide the support we do for people affected by cancer without our volunteer workforce.

3) The Role of Fundraising and Communications Manager

Reports to Executive Director

Background to the role

The Mulberry Centre intends to grow and diversify our income, particularly from unrestricted sources, to sustain and develop our work. The Fundraising and Communications Manager role is a new senior management post, working closely with the Executive Director and sitting on the Fundraising Committee with trustees.

We are looking for an experienced and talented Fundraising and Communications Manager who can develop and execute an integrated and effective strategy to deliver income growth and to raise our profile in the community. You will have specific role/portfolio responsibility for relationships with trusts and foundations, HNWIs, corporates, community supporters and volunteer fundraisers.

You will line manage a part-time Fundraising and Communications Officer who is responsible for developing and executing the fundraising activity, such as cash, regular and digital individual giving, legacy and in memory promotion, donor fulfilment and stewardship of individual supporters; as well as developing and executing an integrated communications plan for the Centre (covering newsletters, website, direct marketing, media, digital, PR, events), and the delivery of Centre-run events (as opposed to volunteer-led events).

You will have the proven line management experience, as well as the ability to research and develop winning fundraising applications, negotiate sponsorship deals and develop and maintain positive relationships with donors. A natural multi-tasker, you will have the flexibility to manage a varied workload, juggling responsibility for meeting bid deadlines, reporting to funders and managing key corporate, HNWI, community and key fundraising volunteer accounts. With attention to detail and excellent written and verbal presentation skills, you will also have the negotiation and project management skills to co-ordinate the production of complex bids and budgets.

Overall purpose of role

- To develop, deliver and monitor an integrated fundraising and communications strategy to grow a sustainable and diverse income mix for, and raise the profile and community support of, The Mulberry Centre.
- To manage and deliver all fundraising activities with specific role responsibility for trusts, community groups, corporate supporters and high-net worth individuals.
- To oversee and support the work of the Fundraising and Communications Officer to deliver the communications strategy and the “one-to-many” fundraising (individual regular giving, cash donations, challenge events promotion, digital, legacy and in memory promotion, TMC events).

Responsibilities

Main fundraising activities

1. Develop and grow the existing supporter base, working with existing supporters, volunteers and trustees to increase support at grass-roots level.
2. Research funders, donors and sponsors and work with colleagues to develop compelling and effective applications for funds to support the work of TMC.
3. Have a target of raising £300,000 in the first year.

4. Develop both solicitation and focused stewardship plans to develop new and existing relationships to maximise future funding potential.
5. Deliver income from trusts and foundations, community clubs/groups, corporate supporters and high-net worth individuals.
6. Develop a cost-effective and targeted volunteer-led programme of fundraising events, supporting key volunteers involved.
7. Recruit and support a group of community development volunteers to raise profile and support from community groups and local companies.
8. Work with the Fundraising and Communications Officer to develop and monitor legacy promotion, in memory giving and individual giving plans and targets
9. Work with the Fundraising and Communications Officer to identify individuals who need a 1:1 account management approach (HNWIs, legacy pledger, volunteer fundraiser, key influencer).
10. Oversee the activities of Fundraising and Communications Officer to ensure excellent delivery and consistency with strategy.
11. Support the Executive Director with applications and reports for statutory and contract income.
12. Work with colleagues on impact monitoring and evaluation, to produce compelling, accurate and timely progress and final reports in accordance with requirements.
13. Manage reports on all income raised, maintain accurate and detailed income records and report and oversee the management of the fundraising database.
14. Ensure that the Finance and Operations Manager is fully briefed and allowed input into fundraising processes and activities, including the designation or restriction of funds.
15. To ensure an integrated fundraising “ask” across all platforms and media.

Planning and strategy for fundraising and communications

16. Develop and implement a sustainable fundraising and communications strategy.
17. Explore other income generation opportunities and make recommendations.
18. Remain abreast of fundraising standards, trends and best practice, taking responsibility for maintaining personal learning and attending training as required.
19. Report to, and work closely with, the Executive Director to ensure that he/she is always fully up to date with fundraising and communications progress.

Internal and external relationship management

20. Cultivate and nurture relationships with funders, donors and sponsors, keeping accurate records of all communication and applying robust account management.
21. Line manage the Fundraising and Communications Officer to deliver “one-to-many” fundraising and to ensure of the implementation of communication plans.
22. Work closely with the Finance and Operations Manager, and the Cancer Information and Support Manager as part of the senior management team.
23. Train and lead staff, trustees & volunteers to support fundraising & communications

24. Represent the organisation at external forums and events, building relationships that will enhance our fundraising and communication capacity.
25. Attend and participate in staff team, fundraising committee and strategic planning meetings.
26. To act as a key, externally-facing member of The Mulberry Centre team, deputising for the Executive Director as required.

Person specification

Skills and abilities

- ♥ Ability to create, implement and develop a fundraising and communication strategy
- ♥ Proven personal track record of delivering against set income targets
- ♥ Excellent verbal and written communication
- ♥ Understanding of fundraising methods and the role of fundraising within a small charity
- ♥ Collaboration and teamwork: proven ability to work with colleagues from a range of disciplines
- ♥ Line management experience of staff and volunteers
- ♥ Convincing presentation and negotiation skills
- ♥ Proven analytical and problem-solving skills
- ♥ IT proficiency

Experience

- ♥ At least five years' experience in a fundraising role, to include substantial experience of fundraising from one or more of areas of trusts, corporates, HNWI or community
- ♥ Have a proven track record of raising over £300,000 per year
- ♥ Stewardship of potential funders from initial contact through to long-term partnerships
- ♥ Researching and writing successful proposals and bids
- ♥ Experience of donor stewardship
- ♥ Experience of database management
- ♥ Designing and delivering presentations to prospective clients or donors

Personal attributes

- ♥ **Committed to the aims and values of The Mulberry Centre:** we expect all staff to uphold and reflect the ethos of the Centre and all its work
- ♥ **Hardworking:** as a small charity, our success depends on the hard work of all our people
- ♥ **Creative and resourceful:** in a tough economic climate, we need to find new ways of raising money and generating income
- ♥ **Practical:** as part of a small team, you will need to be ready to be 'hands on' with fundraising and communications
- ♥ **Reliable:** this is a critical post with responsibility for ensuring the delivery of nearly all the Centre's income; the post holder will also be expected to deputise for the Executive Director as required
- ♥ **Approachable:** an open, friendly approach is critical to the team spirit of our small staff
- ♥ **Flexible:** the post holder will need to be willing to travel and work unsocial hours on occasion and to liaise with external stakeholders

4) Working hours, salary and benefits

Working hours and flexibility

We are looking for someone to work the equivalent of four days (0.8 FTE), 30 hours per week. There is flexibility around working pattern and some home working with the possibility of making it a full-time role (37.5 hours per week).

Salary

£42,000 per annum pro rata (£33,600 for 30 hours), potential for uplift depending on experience.

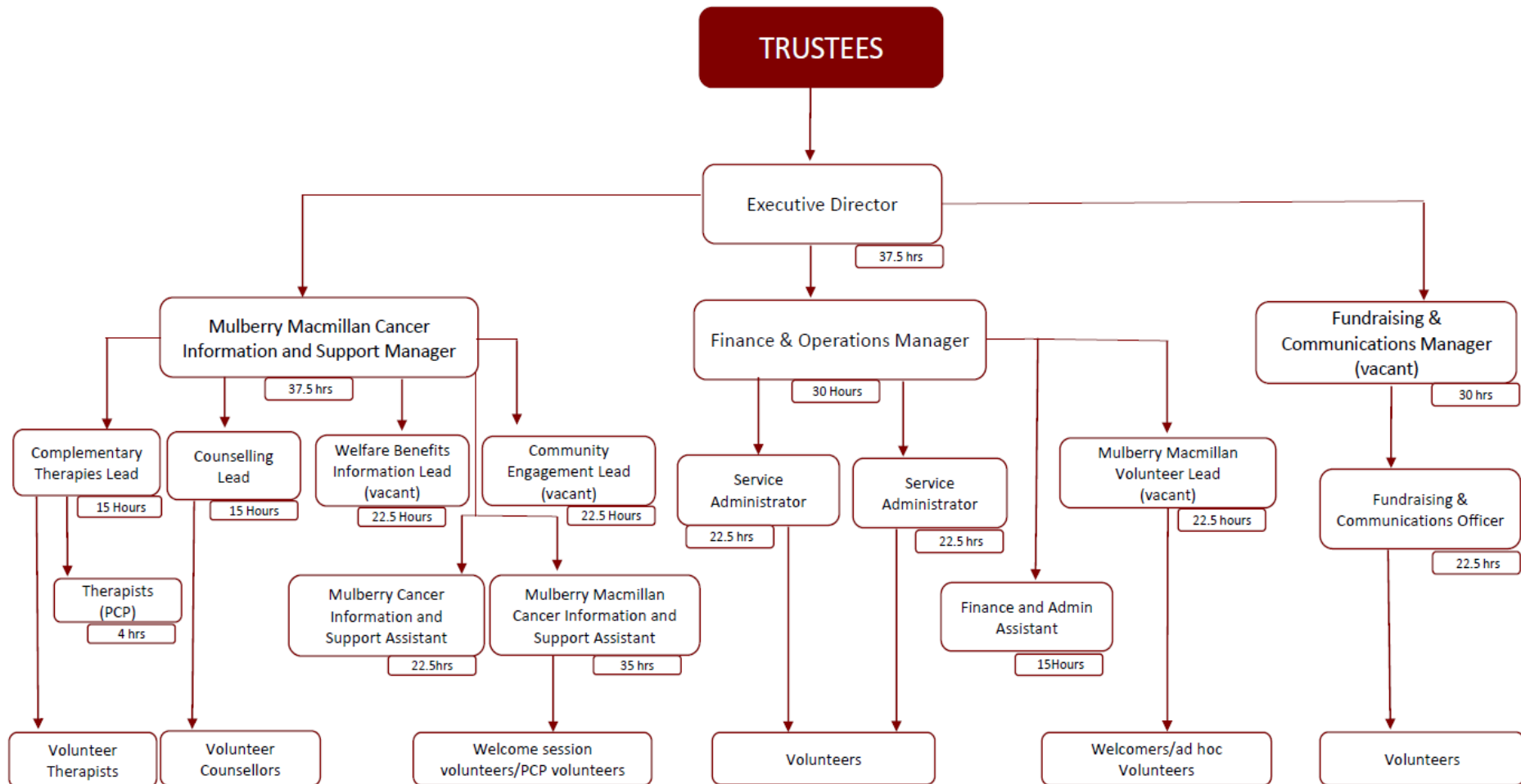
Annual leave

Holiday entitlement is 23 days holiday per year (pro rata) excluding public and statutory holidays. Holiday will be calculated on a pro-rata basis for part-time workers.

Pension

6% pension contribution (either into a personal plan or through NEST)

5) Organisation Chart



6) Timetable and how to apply

Tuesday 11 th February 2020	Applications open
Wednesday 11 th March 2020	Deadline for applications
Wednesday 18 th March	Interview day

How to apply

To apply, please email the following documents to raj.athwal@themulberrycentre.co.uk quoting FCM2020, as soon as possible and no later than 5pm on Wednesday 11th March 2020.

1. A comprehensive CV
2. A covering letter containing:
 - a. Supporting statement showing evidence of how you meet the personal specification of the role
 - b. Your current remuneration details and notice period
 - c. The name, job title, organisation, email address and mobile number of two professional referees. (Please note referees will not be approached without your prior permission.)

Please ensure that you include your mobile phone number and email address in your application. Please contact Raj Athwal (email address above) if you have any queries or if you would like to have an informal conversation about the role.

Thank you for your interest in this position.